

What is claimed is:

1. An adjustable cantilevered shelving unit comprising:

a generally planar shelf comprising;

5 a mounting rail extending from each side of the shelf, the mounting rails comprising a top rail and a bottom rail;

an upper mounting pin extending downwardly from the rear edge of each top rail and a lower mounting pin extending downwardly from the rear edge of each bottom rail, the upper and lower mounting pins being offset; and

10 a support frame comprising a base, two vertical members and a horizontal member, the vertical members each comprising a plurality of evenly spaced apart openings on a front receiving surface of the vertical members;

whereby the shelf is mountable to the display frame by inserting the upper mounting pins in first openings of the receiving surface and the lower mounting pins
15 are selectively positionable against the front receiving surface of the vertical member causing the shelf to be oriented in a substantially horizontal orientation or inside one second openings on the front receiving surface of the receiving structure causing the shelf to be oriented in a forward sloping orientation.

2. The adjustable cantilevered shelf of claim 1, wherein the relative positioning of the lower pin with respect to the upper pin determines the angle of forward slope of the shelf.

5 3. The adjustable cantilevered shelf of claim 1, wherein the upper mounting pin and lower mounting pin comprise a single bend.

4. The adjustable cantilevered shelf of claim 1, wherein the front edge of the shelf bends upward at approximately a right angle and provides support for displayed
10 items when the shelf is in the forward sloping orientation.

5. The adjustable cantilevered shelf of claim 1, wherein the front edge of the shelf comprises a frame for receiving indicia.

15 6. The adjustable cantilevered shelf of claim 1, wherein the shelf, mounting rails upper mounting pin and lower mounting pin comprise a single wire structure.

7. The adjustable cantilevered shelf of claim 1, wherein the top rail is longer than the bottom rail.

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8. An adjustable shelf assembly comprising:

a plurality of rectangular shelves;

mounting rails extending from the side edges of each shelf, the mounting rails each comprising a top rail and a bottom rail, wherein the top rail is longer than the bottom rail;

5 an upper mounting pin extending from the rear portion of the top rail and a lower mounting pin extending from the rear portion of the bottom rail, the upper mounting pin and lower mounting pin extending downwardly; and

a support frame comprising a base, two vertical members and a horizontal member, the vertical members each comprising a front receiving surface and a
10 plurality of evenly spaced apart openings located on the front receiving surface;

whereby the shelf is positionable in a horizontal orientation by placing the upper mounting pins in first openings of the same height and placing the lower mounting pins against the receiving surface of the vertical members and the shelf is positionable in a forward sloping orientation by placing the upper mounting pins in
15 first openings of the same height and placing the lower mounting pins in second openings of the same height and located below the first openings.

9. The adjustable shelf assembly of claim 8, wherein the relative positioning of the lower pin with respect to the upper pin determines the angle of forward slope of
20 the shelf.

10. The adjustable shelf assembly of claim 8, wherein the upper mounting pin and lower mounting pin comprise a single bend.

11. The adjustable shelf assembly of claim 8, wherein the front edge of the shelf
5 bends upward at approximately a right angle and provides support for displayed items when the shelf is in the forward sloping orientation.

12. The adjustable shelf assembly of claim 8, wherein the front edge of the shelf comprises a frame for receiving indicia.

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13. The adjustable shelf assembly of claim 8, wherein the shelf, mounting rails upper mounting pin and lower mounting pin comprise a single wire structure.

14. The adjustable shelf assembly of claim 8, wherein the shelf, mounting rails
15 upper mounting pin and lower mounting pin comprise a single wire structure.

15. The adjustable shelf assembly of claim 8, wherein the support frame comprises wheels.

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